



Blaine Lucas: Unlocking Success

By JAMES FLORENCE, Diamond Certified Program Reporter

As a third-generation locksmith, Blaine Lucas says taking up the family trade was a purely natural move. However, he also credits the support and instruction of his forebears as keys to his long-term success. “My grandfather started Foothill Locksmiths in 1956, and my dad followed after him in the business,” he recounts. “When I was a kid, my grandfather lived right next to the shop, and on Saturdays I would ride my bike over and mow his lawn. One Saturday, he asked if I wanted to come into the shop and learn how to fix a lock. That was pretty

much the beginning of my locksmith career.”

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Today, Blaine says Foothill Locksmiths continues to be a family affair. “My wife, Dolores,

and my daughter, Katelyn, handle the administrative side, while my son, Dustin, helps me on the technical side. Dustin grew up in the business like me, and he loves it about as much as I do. I’m very proud to see our company in its fourth generation of family ownership.”

Outside of work, Blaine likes spending as much time as possible on the beach, whether at home or on vacation. “Dolores and I love going to Maui, which we’ve been able to do a number of times in the last few years,” he says. “We like sitting on the beach, enjoying the weather and watching the whales jump out of the water. We also like taking our dog on walks at Half Moon Bay.” Additionally, Blaine says he enjoys contributing his professional expertise by writing articles for trade publications.

In regard to his professional career, Blaine believes the best way to be successful is to take care of his customers. “When people come into our shop, we



Blaine Lucas is president of Foothill Locksmiths, Inc.

listen to their needs, answer their questions and explain things in ways they can understand,” he says. “We also give them the full extent of their options so they don’t feel like they’re being pressured into a particular choice. By making sure they’re happy with the results, we know they’ll come back the next time they need service.”

When asked the first thing he’d do if he were to retire tomorrow, Blaine says he’d return to his favorite island getaway. “I’d probably go back to Hawaii with my wife. After all, we’re already planning our next trip.”